

AUDIO DEVELOP  
IN LIVE SERVI

ASSEMBLY  
THINKING

AUDIO DEVELOPMENT  
IN LIVE SERVICE:

WHAT WAS I  
THINKING?

AUDIO DEVELOPMENT  
IN LIVE SERVICE:

HOW TO FAIL  
REPEATEDLY

AUDIO DEVELOPMENT  
IN LIVE SERVICE:

LOSING THE  
WILL TO LIVE

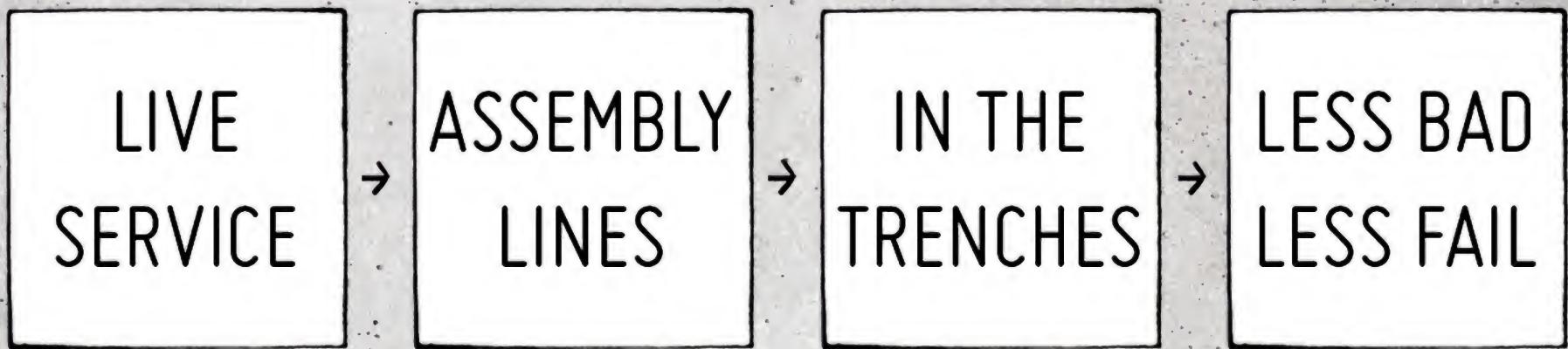
AUDIO DEVELOPMENT  
IN LIVE SERVICE:

PLEASE HELP  
ME BEFORE I DIE

AUDIO DEVELOPMENT  
IN LIVE SERVICE:

BROKEN ESCALATORS  
ARE STAIRS

# ASSEMBLY LINE #1: THIS TALK



AUDIO DEVELOPMENT  
IN LIVE SERVICE:

ETERNITY IS A  
VERY LONG TIME

# LIVE SERVICE GAMES

PET  
SOCIETY

THE SIMS  
SOCIAL

THE SIMS  
SOCIAL  
CHINA

SIMCITY  
SOCIAL

JETSET  
SECRETS

# ALL OF THE THINGS

PET  
SOCIETY

THE SIMS  
SOCIAL

THE SIMS  
SOCIAL  
CHINA

SIMCITY  
SOCIAL

JETSET  
SECRETS

NEW  
PROJECT

NEW  
PROJECT

NEW  
PROJECT

NEW  
PROJECT

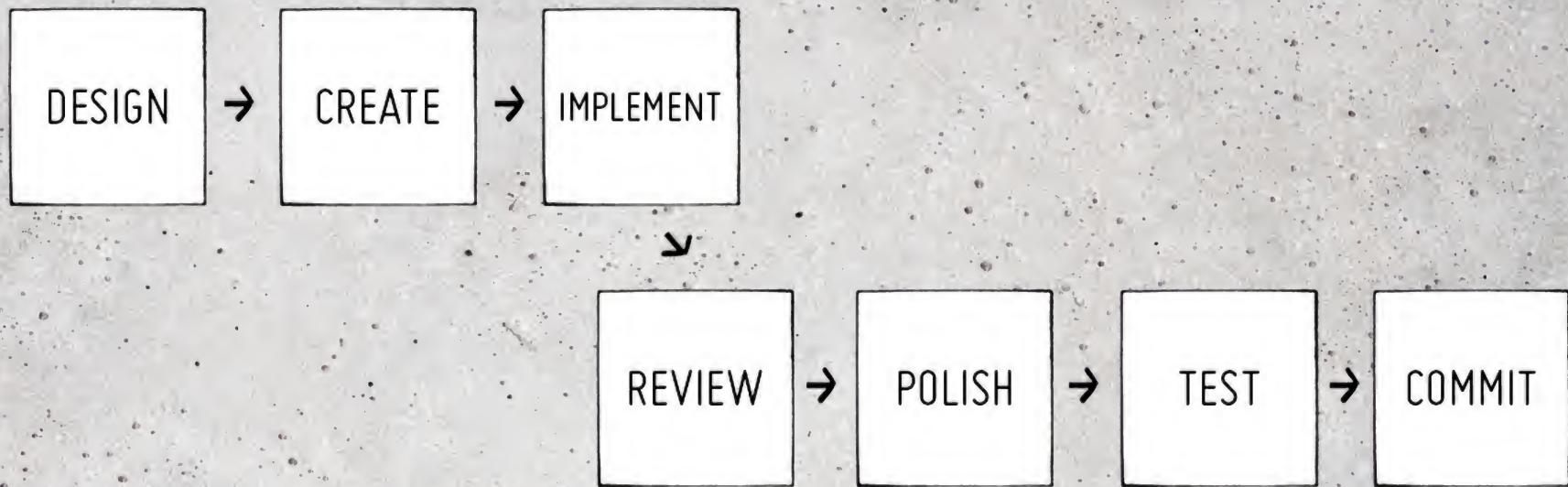
# IN THE BEGINNING



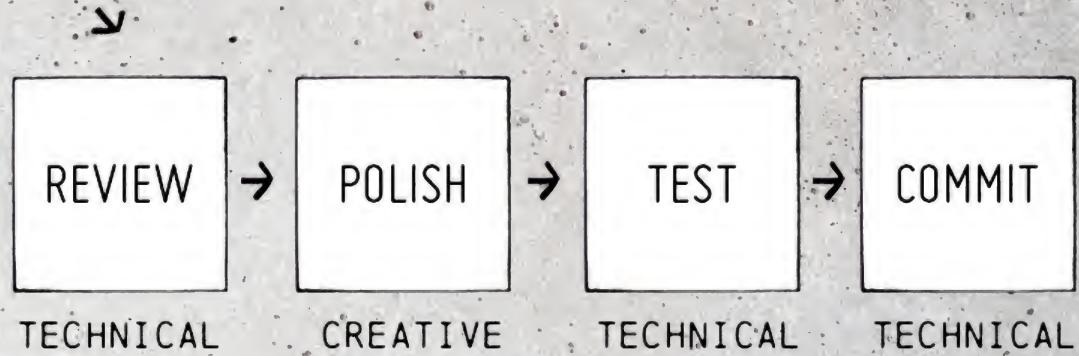
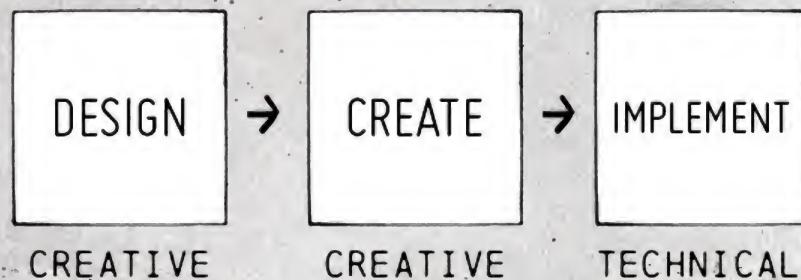
AUDIO DEVELOPMENT  
IN LIVE SERVICE:

NO HEAVY LIFTING

# ASSEMBLY LINE #2: AUDIO DEVELOPMENT



# WHAT AM I REALLY DOING?



AUDIO DEVELOPMENT  
IN LIVE SERVICE:

LATHER, RINSE,  
REPEAT.

# ONE BECOMES THREE

THE SIMS  
SOCIAL

LIVE SERVICE  
WEEKLY UPDATES

THE SIMS  
SOCIAL  
CHINA

LIVE SERVICE  
MONTHLY UPDATES

SIMCITY  
SOCIAL

LIVE SERVICE  
WEEKLY UPDATES

JETSET  
SECRETS

DEVELOPMENT

# AND, FAIL.



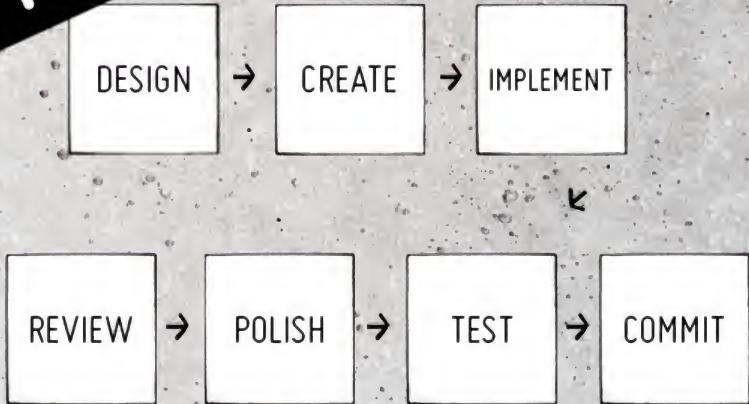
LIVE SERVICE  
WEEKLY UPDATES



LIVE SERVICE  
MONTHLY UPDATES



# TOO MANY THINGS



AUDIO DEVELOPMENT  
IN LIVE SERVICE:

ALWAYS DO  
WHATEVER IS NEXT

# THE AUDIO PROJECT

PET  
SOCIETY

THE SIMS  
SOCIAL

AUDIO

THE SIMS  
SOCIAL  
CHINA

SIMCITY  
SOCIAL

JETSET  
SECRETS

# THE AUDIO PROJECT



STANDUPS

1 WEEK SPRINTS

VISIBLE SCRUM WALL

WORK ESTIMATES

SPRINT PLANNING

DOCUMENTATION

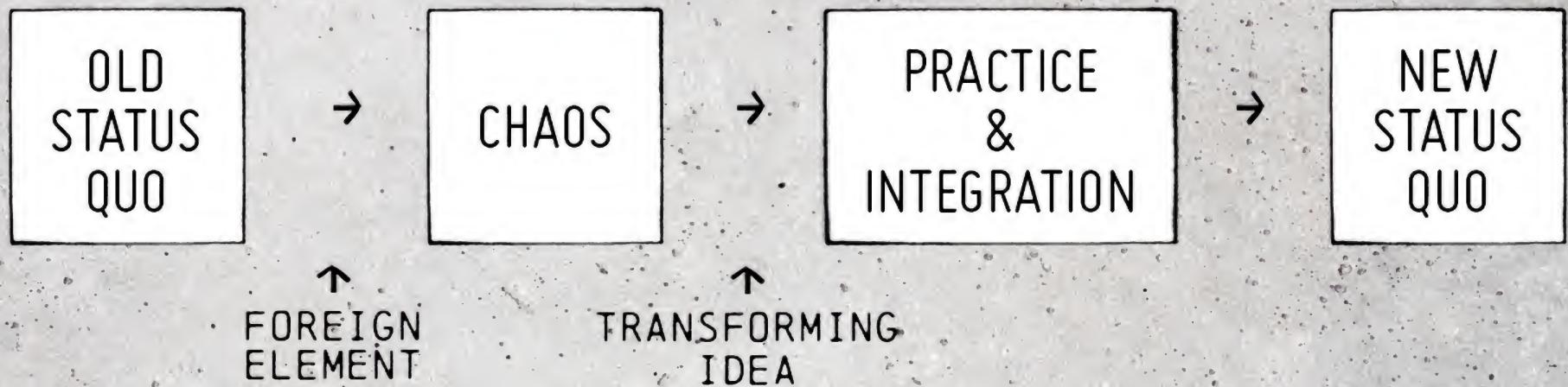
# HOW WE THINK CHANGE WORKS

OLD  
STATUS  
QUO

→ A BETTER WAY →

NEW  
STATUS  
QUO

# HOW CHANGE ACTUALLY WORKS



AUDIO DEVELOPMENT  
IN LIVE SERVICE:

BEGIN AT  
THE END

AUDIO DEVELOPMENT  
IN LIVE SERVICE:

IN THE PUB BY  
1830

THANK YOU FOR LISTENING

MOJEN@PLAYFISH.COM



CREDITS:

- HIP BACKGROUND IMAGE WHICH IS JUST A PICTURE OF SOME CONCRETE - [ISTOCKPHOTO.COM](#)
- TRENDY AND UNCONVENTIONAL PRESENTATION FONTS - [FONTSpring.com](#)
- JOKES THAT WERE FUNNY - WOODY ALLEN, GEORGE CARLIN AND MITCH HEDBERG (THANKS, GUYS)
- JOKES THAT MAY NOT HAVE BEEN FUNNY - MOJEN